



PUBLIC NOTICE

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Media Bureau Reminds Television Broadcasters of Phase in of Audio Description Rules to DMAs 71 Through 80 as of January 1, 2022

MB Docket No. 11-43

On October 27, 2020, the Commission adopted the *2020 Audio Description Order*, which expanded the Commission's audio description rules by phasing them in for an additional 10 designated market areas (DMAs) each year for four years.¹ As a result, the Commission's audio description rules extended to DMAs 61 through 70 as of January 1, 2021.² We remind television broadcasters that the audio description rules next will extend to DMAs 71 through 80 on January 1, 2022.³

As set forth in the *2020 Audio Description Order*, the expansion of the audio description rules applies to the relevant DMAs as determined by The Nielsen Company as of January 1, 2020.⁴ Accordingly, the audio description rules will extend to the following DMAs on January 1, 2022:

1. Omaha
2. Wichita-Hutchinson Plus
3. Springfield, MO
4. Charleston-Huntington
5. Columbia, SC
6. Rochester, NY
7. Flint-Saginaw-Bay City
8. Huntsville-Decatur (Fla)
9. Portland-Auburn
10. Toledo

¹ *Video Description: Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2010*, Report and Order, 35 FCC Rcd 12577 (2020) (*2020 Audio Description Order*). Audio description makes video programming more accessible to individuals who are blind or visually impaired through "[t]he insertion of audio narrated descriptions of a television program's key visual elements into natural pauses between the program's dialogue." See 47 CFR § 79.3(a)(3). The Commission's audio description rules require certain television broadcast stations and multichannel video programming distributors (MVPDs) to provide audio description for a portion of the video programming they televise to consumers. See *id.* § 79.3(b).

² *Id.* § 79.3(b)(1).

³ *Id.* The requirements will extend to DMAs 81 through 90 on January 1, 2023, and to DMAs 91 through 100 on January 1, 2024. *Id.*

⁴ *2020 Audio Description Order*, 35 FCC Rcd at 12583, para. 11.

Accessible Materials. To request materials in accessible formats for people with disabilities (Braille, large print, electronic files, audio format), send an e-mail to fcc504@fcc.gov or call the Consumer and Governmental Affairs Bureau at (202) 418-0530 (voice).

For further information regarding this proceeding, contact Diana Sokolow, Policy Division, Media Bureau, 202-418-2120.

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